

Spring 1908

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Saskatoon



This Was Prairie Three Years Ago

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Western Crops, 1908

The following is the **Official Government Estimate** of 1908 crops, dated Ottawa, 12th September, 1908, and covering the Provinces of **Manitoba, Saskatchewan and Alberta** only:—

Wheat, total yield	104,053,000
Oats, " "	107,860,000
Barley " "	25,591,000

At their present market values, the above crops represent the gigantic sum of nearly **\$159,000,000**

A FEW COMPARATIVE FACTS.

The total **Gold** production from the **Yukon** for **Ten** years,—from 1896 to 1906,—represents a value of \$114,000,000; but, from this year's crop alone, **Our Western Farmers** will earn about **FORTY PER CENT. MORE** than the above sum.

The total value of **Diamonds** produced in 1905 (last available figures) from the world's richest mines at Kimberley,

South Africa was about ... \$34,000,000

The total output of **Gold**, for the same year from the entire

Transvaal, reached the sum of about ... 104,000,000

Or, taken together ... \$138,000,000

Our Western Farmers will realize a greater sum by about **FIFTEEN PER CENT.** from this season's crop.

The Whole World's **SILVER** production for the year 1905, totalled a value of \$282,000,000: **Our Western Farmers** will earn from this year's crop, a sum equal to more than half—or, **FIFTY-SIX PER CENT.** of the value of the whole world's annual output of Silver.

The World's **Gold** production for 1905, totalled about \$380,000,000. The earnings of **Our Western Farmers** from this year's crops will represent a sum equal to about **FORTY-TWO PER CENT.** of the value of the whole world's output of gold for the year mentioned.

Canada represents about one-third of the entire area of the whole British Empire. **Yet**, only one-quarter of this area is at present occupied; and, only about one-eighth is under cultivation.

Any intelligent person will have no difficulty in forming very impressive conclusions from the above plain facts.

1996



Saskatoon—a Glimpse.

The Psychology of Saskatoon

Saskatoon possesses an ineffable charm peculiarly its own. The stranger is obsessed by it within the first hour of arrival. Nor does this charm arise merely from the responsive joy of the heart in those things of beauty which so delight the eye,—not from the glorious freeness of the prairie, nor from the pure, tender breath of its wandering winds; not from the strange, quiet softness of the summer sky, nor from the river winding at its own sweet will between wooded banks—winding through the very heart of a picture which beautifully gives the lie to popular conceptions of a prairie town. No, this singular charm is not of these things: It is something deeper, subtler, more wonderful; it is the charm of an all-pervading spirit of Prosperity! And nowhere else in this whole wide Western Country is it so palpably present as in Saskatoon City.



The River Beach at Saskatoon.

Indications of prosperity are everywhere in Saskatoon; one seems to breathe prosperity. It permeates the whole community. Its influence outcrops continually—even in the common acts of the simplest citizens. It is beautiful and it is good.

The Commissioner, Board of Trade, Saskatoon, Sask.,
will gladly supply all information. Write him, or call.

Nowhere will you find a happier people. Men treat men kindly. The "Good Morning" greeting is unmistakably sincere,—so is the handgrip. These simple courtesies, so meaningless, so conventional in older parts, do here convey their literal significance. They are genuine. There is a smile in the heart of our people, and a smile through their lives. It is omnipresent,—WHY?

Simply because prosperity has lifted the lack of money out of life and thereby annihilated nine-tenths of human tribulation.

And, yet, how many are there who came here poor and discouraged, but a few years ago, whose beautiful homes or splendid farms to-day lend their tribute of adornment to this fair young city and district! There



Typical Saskatoon Dwellings.

is no success anywhere for the man who fails here. But we have few failures. There is no room for the idler. The idler soon discovers this fact to speedily assume the universal earnestness and energy.

With such happy, hopeful conditions of life so freely available to industry and enterprise, it is exceedingly hard to understand why so many should persist in an existence of poverty, sordid or genteel, in the

Manufacturers and Wholesalers will receive all particulars as to the vast territory which **LOWEST DISTRIBUTING RATES** enable Saskatoon to control absolutely. Write Commissioner, Board of Trade.

congested confines of great cities; or, on agricultural lands from which neither they nor their forefathers could ever coax more than a stunted livelihood. Have we not noted the toiling of these people as God never meant men to toil—from dawn to darkness—for bread, and little more! Have we not marked those weary, anxious faces on the streets of great cities! Have we not felt for them in their bondage and thanked Heaven for our Western freedom! Did it not seem to us that they had yet to learn the true meaning of life,—that mere existence,—not life,—was the poor fruit of their labors? Were we not conscious of a haunting evidence of the general struggle to maintain through inner sacrifice an outer semblance of respectability, though standing on the very threshold of poverty betwixt the portals of debt? What thoughtful man has seen and noted



The Court House.

the tragedy of it all and not longed for the power to lift from these weary souls that carking money-worry so indelibly written on their faces,—to watch the relaxing of its relentless heartgrip—the expanding of the heart again;—the fading of care and the dawn of a long-lost smile even on one tired face.

Who that has lived has escaped the bitterness of empty pockets! Even new clothes seem shabby then. Under such circumstances a manly man will bite his lip and pocket insult: He has no money—therefore, no heart, no courage. The iron enters his soul; he takes the quieter streets;—and, in his bosom there is something sadder than tears.

The lack of money, like a cancer, gnaws out the soul of human joy; battens ruthlessly on all gleams of heaven in the heart; kills the smile in embryo; checks the kindly utterance at the tongue-tip,—smothers at its very source, life's little melody.

Crop Failure is entirely unknown in Saskatoon District.



Wipe Ahead for Accommodation—Our Ten Hotels Filled Nightly.

Iroquois Hotel

Empire Hotel.

City Hotel.

There are **FOUR BRIDGES** across the river at Saskatoon. Three of them were building at the self-same time.

But, with a little money, clothes don't matter—everything is transformed: Behold another man,—yet, the same man! Ah! the hope-renewing jingle of coin—the courage that comes with the very fondling even of a filthy wad;—tor, it is power; it is the price of human respect. There is not much on this earth that it cannot buy.

And, how true it is that this lack of money is the chronic life-tragedy of a vast community of able, earnest men,—men who expend their ill-paid energies in ungenerous spheres,—men who have never given themselves a single chance!

Saskatoon is a beautiful, healthy, happy City,—happy because its people are prosperous. Even the recent financial crisis which so calamitously affected the entire Continent, did not result in a single failure in Saskatoon.

Saskatonians stand today a practical demonstration of this philosophy, that to be at ease financially is to be at peace with men,—and that to be at peace with men is to have achieved a full, satisfying measure of the joy of earth. We are a happy people; it would be strange were we not. We have a right to be proud of our City and of the sea-like sweep of wheat lands tributary to it.

We know that there is ample room and far more than mere hope of a happy, bright future for every honest, steady, energetic man coming here. And our welcome to such will be sincere.

The ineffable charm of Saskatoon lies in its all-pervading spirit of Prosperity,—a charm which obsesses the stranger within the first hour of arrival, and which throughout this whole, wide Western country is nowhere else so peculiarly and distinctly present.

Saskatoon—Yesterday and To-day

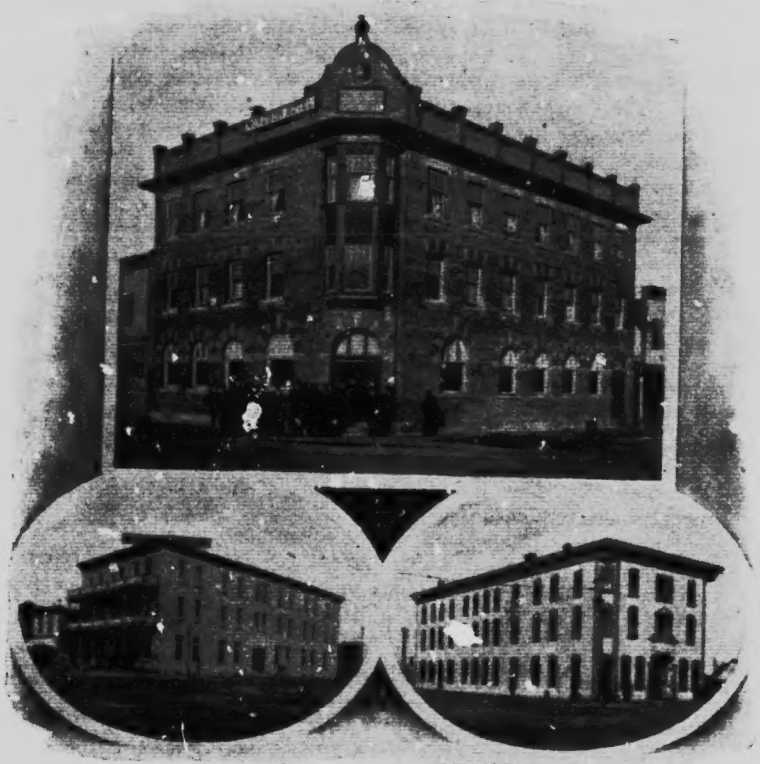
A little over a hundred people; a sprinkling of tiny shacks and a couple of glorified barns called "hotels" with a courtesy positively superb;—the whole connected with the outside world by one single line of wobbly railroad run in comic opera style, at uncertain intervals, with equally uncertain safety,—such was Saskatoon but five short years ago. It is very different today: Our population is close to 7,000 and growing apace, having more than doubled since the census of June, 1906. Consequently, Saskatoon is the most rapidly growing city west of Winnipeg, although the youngest. The City assessment has soared from \$750,000 to over \$7,000,000 in less than three years!

In this booklet all inclination to statements that are other than strictly conservative has been suppressed. Our proposition is understated,—not exaggerated. It will so appeal to the reader on thoughtful perusal.

Churches

There are thirteen places of worship in Saskatoon, all of which are in an exceedingly healthy, thriving condition. In addition, the Y. M. C. A. recently established a branch of their splendid organization, which attained immediate popularity; while, in common with most places of any size throughout the world, we have our band of these unselfish workers, the Salvation Army.

There are now **NINE** outlets by rail from Saskatoon,—and more to follow.



Three More of the Ten.

Windsor Hotel.
King Edward Hotel.
Western Hotel.

Hotels

In coming here, it is well to wire for a room at least two days prior to arrival. This will prevent disappointment and inconvenience,—for although we have ten hotels, we have none too many for the accommodation of our visitors.

Our hotels are good hotels. We are justly proud of them. It would be hard to find better accommodation anywhere, even in cities much bigger and much older. Hotel life here involves no hardship such as might be expected in a new city. On the contrary it is eminently comfortable and pleasing.

The Population of Saskatoon has more than doubled within the past two years.

Hospitals

At present Saskatoon has three good hospitals—a City hospital and a private one located in the City proper—and the third—also a private one (Mrs. Arnold's Home), recently opened on the East side. However, with commendable foresigh., arrangements have now been completed for the erection of a thoroughly up-to-date City hospital of capacity likely to anticipate the exigencies of a swiftly-growing population. Over \$55,000 has been set aside for this good work which has already commenced.

Water

"Saskatchewan" is an Indian word the English equivalent of which is "Swift Running Water" — and the peculiar aptness of Indian names is proverbial.

What an unspeakable blessing our merry, big river is to this young City. How truly it is a thing of beauty and a joy forever. Millions upon millions of gallons of water pure enough to produce a beer which for quality of brew stands second to none, glide and ripple through our City on their long, long journey to the sea.

Some conception of the purity of our river may be gleaned from the fact that, for five hundred miles above us there is absolutely no town of any kind.



Saskatoon Brewery.

Before the establishment of our brewery, water from various parts of the West was sent for analysis to the highest authorities on the American Continent,—because, as is generally known, water for brewing must be of perfect purity. That the brewery came here is significant. How few Western towns can offer this fundamental human necessity—pure water.

Saskatoon is a Beautiful, Healthy, Happy City,—Happy because its people are PROSPEROUS.

City Telephone

Saskatoon was the first city in Canada to adopt the automatic telephone. This triumph of ingenuity is installed throughout the City, and has yielded entire satisfaction.

By means of a movable dial on the instrument, one can instantly secure connection with any required number. There is no delay, no wrong number exasperation,—no martyrdom at the sweetly tyrannous will of that delicately supercilious individual—the telephone girl. Further the automatic 'phone is never off duty. Day and night it remains faithful, accurate and instant.

As to the country district around us, it may interest to mention that the Saskatchewan Government is keenly alive to the fact that the benefit of a rural telephone system could scarcely be over-estimated. Consequently, a bill in this connection is now before the House;—and the intention is to make Saskatoon the district centre of the system. Truly, our geographical location has done and is doing wondrous well for us.

Fuel

Our direct and varied railway communications enable the importation of coal at very reasonable rates and in unfailing supply. However, it has lately been demonstrated that we possess adjacent coal deposits of our own which it is hoped may prove the source of very cheap supply.

The railway tapped forests to the immediate North provide ample cord wood at a moderate figure. The tragedy of scant fuel is unknown in Saskatoon.

Schools

The accompanying cuts will indicate the artistic, modern character of our three fine schools wherein full staffs of highly qualified teachers hold sway over crowds of the heartiest, healthiest-looking youngsters imaginable.

Owing to our steady, rapid increase of population, frequent and considerable enlargement of our school accommodation has been necessary. This could scarcely be otherwise when the number of scholars in attendance has more than doubled within the past year. As a matter of fact, the King Edward school was doubled in capacity in 1906, while the Alexandra school—which only opened last September—is now about to undergo a similar experience. In addition, the School Board have secured an appropriate site for two further schools for which the sites are already secured.

Further, as Saskatoon is now a High School district, under a separate board, the establishment of a Collegiate Institute is at present being considered. It will be seen, therefore, that the educational facilities of the City are singularly favorable,—which can scarcely be ignored as a practical indication of the truest type of progress and development.

The City Assessment has jumped from \$750,000 to over \$7,000,000 within three years!



School Attendance Has Doubled Each Year.

The School Attendance at Saskatoon has more than doubled within the past year.

Sewerage

Over a quarter of a million dollars were last year expended upon a thoroughly modern water and sewerage system, while this year a further large sum will be disbursed on extension rendered necessary by our rapid growth. Owing to the natural lay of the land, which lends itself to the best results, the City water and sewerage systems leave nothing to be desired. They are first-class, and right up-to-date in every respect.

Cost of Living

Owing to the vast territory tributary to our City, and of which it constitutes the sole centre of supply, the consequent volume of business enables our merchants to import by carloads and thereby to secure minimum freight rates. This is the secret of the surprisingly reasonable cost of all commodities.



A Corner in J. W. Cairns' Departmental Store—The Finest Store West of Winnipeg.

In coming West one by no means leaves in the East all that is outstandingly modern and good in the line of stores: A visit here will confirm the fact that Saskatoon has stores which might well do credit to the best streets of biggest cities. No need for the gentler sex to sigh in vain for the very latest of those fragile fancies dear to the feminine soul;—they are all here. And for the man who wants but little here below, up to the hyper-fashionable pantling, there is everything that is anything.

Crop Failure is entirely unknown in Saskatoon District.

Electric Lighting and Power

Being owned and operated by the City, our light and power plant is run simply with a view to supplying these utilities at cost, practically,



Electric Plant.

and not as a commercial proposition. The service is a good one, and the rates are very reasonable indeed.

Clubs

Of course, we have our clubs,—two of them,—the Saskatoon Club and the Commercial Club, each of which possesses a full and representative membership. The furnishings of these clubs might well illustrate an extremely happy blending of comfort and artistic taste. Everything is solid, good and beautiful and in keeping with a tone and refinement conspicuous in the better-class clubs of older centres.

Banks

The number and class of banking institutions in a city will be accepted as a fair criterion of its commercial importance: Altogether Saskatoon has eight banking institutions:



Canadian Bank of Commerce

The Commissioner, Board of Trade, Saskatoon, Sask., is ready to help you with reliable information. Call, or write him.

Canadian Bank of Commerce.
Bank of Montreal.
Bank of Nova Scotia.
Union Bank of Canada, and branch of same.
Bank of Hamilton.
Northern Bank.
National Trust Company,—

in other words, six chartered banks and one trust company doing a banking business. All the other leading financial and insurance corporations are duly represented; and another chartered bank is now reported to be negotiating for a site. Not long ago, the Bank of Montreal purchased a \$16,000 site upon which they will build premises adequate for the convenient conduct of a business that has outgrown their existing facilities. From the cut of the new Canadian Bank of Commerce some conception of the banking opinion of our City may reasonably be gathered. Banks must have business, and business must have banks. Saskatoon has business enough for more banks than she now has.

Newspapers

We have an up-to-date City because an up-to-date people have made it so. In such a community, as naturally follows, there could be no room for any but thoroughly good, live newspapers,—and we have two of them;—both dailies, each of which issues a weekly.



Phoenix Building—Home of The Daily and Weekly Phoenix.

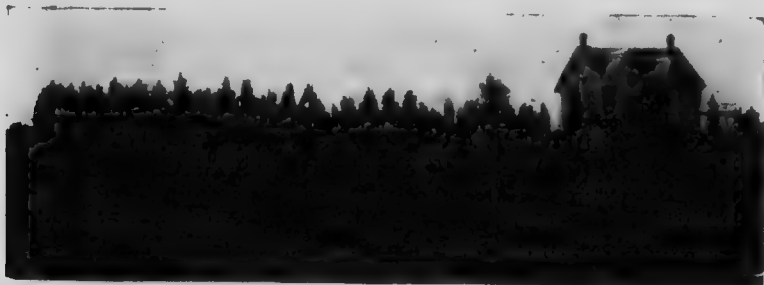
Through the medium of these organs, the Saskatonian has his finger right on the pulse of things, no matter how remote. He knows immediately of all the great happenings far over the faint horizon of his own dear prairie lands; no news of importance is denied him. He gets everything that is anything.

The Population of Saskatoon has more than doubled within the past two years.

There are many things which will surprise on a first visit to this new City, and by no means the least of these is the size, the class and quality of our two papers

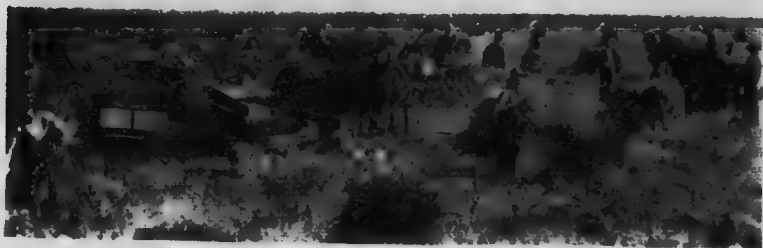
Agriculture

With the most productive of known soils, available at an exceedingly low price per acre, situated right in the heart of the largest wheat grow-



Saskatoon Farm House—The Swift, Sure Reward of Industry.

ing territory on earth, in a district throughout which **CROP FAILURE IS UNKNOWN**, and which forms the axis of a railway development admittedly phenomenal,—it goes without saying that the farmer must of necessity do exceptionally well. That he does do well is astonishingly evident on every hand. How typical of the development of this City is that of the farm homes and buildings so picturesquely sprinkled throughout its wide tributary district. The sod shack of a few years ago now occupies one corner of the neatly fenced yard, and provides



How Saskatoon Makes Poor Men Rich.

shelter for an assortment of poultry, while the fine modern home stands out a splendid tribute to the land, and to the manly men who are so quickly winning for it an inevitable and mighty destiny

This year, Saskatoon is the Greatest Centre of Railway Construction in the whole world.

Comparison is a very useful factor wherewith to arrive at a true understanding of any proposition admitting of it. In this line, a few



Settlers Flocking to Saskatoon—Unloading a Whole Trainload of Effects.

simple, indisputable figures may speak with more force than many words. Here is an illustration:—

AMERICAN LAND VALUES AT DIFFERENT PERIODS.

The official census returns of the United States, published by the American Government, show that the average value of farm lands per acre in 1850 was \$7.87; in 1860, \$14.67; in 1870, \$25.54; in 1880, \$29.15; in 1890, \$36.10; in 1900, \$53.06.

Taking a period of ten years, the average yield per acre, in bushels of Spring wheat, was: Minnesota, 14.2; Wisconsin, 13.5; Iowa, 11; Nebraska, 12; Dakota, 13.5. The Manitoba yield for the same period was 21.5; and, as is generally known, the average yield in this newer province is much heavier than that of Manitoba, a fact readily confirmed by reference to Government statistics. However, let us accept Manitoba's average as a conservative basis of argument, and here is our proposition in a nutshell:



Bound for the Homestead.

First-class land in the Saskatoon District can be purchased to-day at from \$10 to \$15 per acre, according to location,—while the yield from

Crop Failure is entirely unknown in Saskatoon District.

this land will, at the most conservative estimate, eclipse that of Minnesota—the highest mentioned above—by at least 50 per cent

Contrast American land values and ours. Compare their yields per acre with ours, and the splendid character of our proposition will be clear. Thereafter, it will not be hard to understand why so many



Breaking the Land that is Making the Country.

shrewd Americans come here to purchase with the proceeds from the sale of their farms in the United States, four times the amount of fifty per cent. better land in Canada. It would be strange indeed if they did not come here, and inconsistent with the business-like proclivities of a wonderful people.

It is well to here emphasize the fact that crop failure is unknown in the Saskatoon district. Even the season of 1907,—the most unfavor-



Crop Failure Unknown in Saskatoon District.

able for over twenty years,—did not perceptibly affect our farmers. A test of the crop sureness of any district could scarcely be more severe or conclusive than that of the season above mentioned. This feature will be duly considered by the intelligent agriculturist. It involves something nearly equivalent to crop insurance.

While it is probable that wheat raising will always be the main

There are FOUR BRIDGES across the river at Saskatoon. Three of them were building at the self-same time.

branch here, mixed farming is, nevertheless, growing very steadily in popularity and has proven singularly profitable in all its branches. But there is a crying need for many more mixed farmers than we have. Prosperity of no uncertain type awaits the industry of such men. Their



Threshing Saskatoon's Sure Crop.

markets are here ahead of them, for the supply of ordinary farm products at the present moment leaves a very large portion of demand unfilled. A few high-class dairy farms in the vicinity of Saskatoon would be a blessing to the city and a source of splendid profit to their owners.

Of course, our stock raising industry is already very important, while the encouraging profits derived from it are making it more and more attractive to an increasing number. Horses, cattle, sheep and



A Saskatoon Treasure Train—Wheat For the Elevators.

swine are all sure money-getters, and visitors to **OUR BIG AGRICULTURAL FAIR TO BE HELD HERE ON 5TH, 6TH, 7TH AND 8TH OF AUGUST, 1908**, will see a bunch of pure bred stock which might well grace the ring of any cattle show anywhere. It will be plain to the initiated that our stockmen not only started right; but, are going along strictly on the right lines.

For poultry farms we have an opening of an exceptional character, which may be gathered from the fact that at present, we are practically

Farmers in all branches will get definite, reliable information concerning the Saskatoon District, on application to The Commissioner, Board of Trade, Saskatoon, Sask.

without any,—and there is room for many. To the live poultryman further comment is superfluous,—the inference is clear.

Although vegetables of every kind are safe and big croppers, and



Up-to-Date Breaking.

even tomatoes ripen out of doors, market gardening is not undertaken on a scale anything like sufficient to supply even a small portion of the permanent demand. When it is remembered that our population is now close to 7,000, nothing more need be added.

The foregoing remarks upon agriculture generally, may be condensed into the following few words: There is a splendid future here for energetic men engaging in any and all branches. Such men cannot fail. In the past, they never have failed,—not one of them; and, with our network of railways and swelling population, conditions are infinitely more favorable than they were only a few years ago, and are growing ever more and more so.

Climate

Throughout the entire Saskatoon District, the climate leaves little to be desired. To the newcomer, it is a delightful revelation: to the resident it possesses an ever-growing charm. The going of winter is as swift and definite as the advent of sunny summer. We know nothing of the misery of a long-drawn-out, half-and-between season. Our seasons are well-defined: Our winter is crisp and invigorating: Our summer is glorious and our fall ideal. Winter glides in upon us about the middle of November. Overcoats were discarded for summer clothing before the first of May this year!

From all possible standpoints, our climate is not only entirely desirable, but admittedly, among the very healthiest on earth.

Bridges

Not until they have attained a historic antiquity—and seldom even then—do we find river cities in proud possession of four distinct and separate bridges. In this respect, however, Saskatoon affords the exception which proves the rule:

Here is SASKATOON'S SUCCESS INSURANCE:—
Cheap, Good Land and Certain Big Crops!

There are four bridges at Saskatoon, three of which were building at the self-same time. Note this point particularly,—because, it tells



Opening of the Traffic Bridge—October, 1907.

the whole tale of our extraordinary development—tells it clearly to any intelligent individual,—and tells it in a nutshell.

The imposing solidity of our bridges might well symbolize the splendid character of the development they represent:—



Canadian Pacific Ry. Bridge, Now Completed.

Canadian Northern Railway bridge.....	1,000 feet long.
Canadian Pacific Railway bridge.....	1,300 feet long.
Grand Trunk Pacific Railway bridge	1,530 feet long.
Traffic bridge	1,000 feet long.
The accompanying cuts speak for themselves.	

Railways

This year, Saskatoon is the greatest centre of railway construction in the whole world. Startling though this statement may seem, it is absolutely true and cannot be gainsaid.

While railroads in the United States have stopped construction for lack of funds, forty million dollars of ready money are being expended

Saskatoon's Railway Facilities and Distributing Rates enable its absolute control of over 45,000 square miles of the richest wheat territory on earth. Wholesalers and Manufacturers, NOTE THIS FACT!



SASKATOON TO EDMONTON—

Via Canadian Northern Railway	350 miles
Via Grand Trunk Pacific Railway	336 "
Via Canadian Pacific Railway	375 "

SASKATOON TO WINNIPEG—

Via Canadian Northern Railway	505	"
Via Grand Trunk Pacific Railway ...	470	"
Via Canadian Pacific Railway	525	"

Saskatoon to Montreal, rail	1.925	"
Montreal to Liverpool	2.760	"
	<u>4.685</u>	"

Saskatoon to Fort Churchill per Hudson Bay Railway	700 miles	4.685	
Fort Churchill to Liverpool	2,960 "	3.560	"
Distance saved via Saskatoon & Ft Churchill		1,025	"

in railway extension and betterment in Canada,—and most of this construction work centres at Saskatoon.

(1). The Canadian Pacific will ballast or lay steel; build stations, and put in operation, the big link on their now transcontinental eastward and westward from Saskatoon.



Grand Trunk Pacific Ry. Bridge.

(2). The Grand Trunk Pacific will lay steel, ballast, build stations and put in operation the new national transcontinental eastward and westward to the Battle River, connecting up their through line for traffic from lake ports through Saskatoon.

(3). The grade reduction on the Q. L. L. & S. Ry., and Brandon extension of the Canadian Northern transcontinental will place Saskatoon on the new transcontinental short-cut of this aggressive young system.



Canadian Northern Ry. Bridge.

(4). The Saskatoon to Calgary line of the Canadian Northern, already graded from Saskatoon to a point over thirty miles south-west of this City, will be energetically extended and put under operation.

(5). The Saskatoon, Dalmeny, Carleton branch of the Canadian Northern, already partly graded, will be pushed forward with all haste.

(6). The Sheho-Lanigan line of the Canadian Pacific, adding prac-

**When you come to Saskatoon, call on The Commissioner,
Board of Trade Offices, next C. N. R. Depot.**

tically another new C. P. R., short line from Saskatoon eastward, will be rapidly made ready for operation.

(7). The Canadian Pacific line from Lacombe will be extended eastward this year to join the Wetaskiwin line just west of Saskatoon. By this route, it is intended to carry a large proportion of the cattle trade now going east on the main line. Ample provision will be made at the very extensive terminals at Saskatoon for the handling and feeding of stock.

These seven solid, substantial railway realities may be supplemented ere the close of 1908 by even more active construction on the Hudson's Bay Trunk line, which will be a continuation and linking up of the C. N. R. from Saskatoon to Fort Churchill. See the railway map published herein, and note how this route will cut down the distance to Liverpool.

Now that Saskatoon is an accomplished fact as a railway centre, still further developments in this direction will naturally follow in the ordinary course of things.

As 1908 will easily place Saskatoon at the head of the list as having more miles of main line put under construction during the year than any other city in the whole world, there is no need to look into the future.



New C. P. R. Depot.

The confidence of our big railway corporations in the future of this city is surely demonstrated by their enormous expenditures already made in the anticipation of a huge business. Remember, not merely one of these corporations is concerned, but all of them. Thus the Canadian Pacific have purchased 960 acres for their shops, round houses and yards in connection with which they will ere long have a monthly pay roll of about \$200,000! The Grand Trunk Pacific have secured about 1,000 acres for similar purposes; while the Canadian Northern will shortly enlarge their already extensive arrangements. These facts are significant.

Railway Facilities and Lowest Distributing Freight Rates give Saskatoon absolute control of its own vast territory of over 45,000 square miles, throughout which it has no competitor.

Wholesalers and Manufacturers

The foregoing wonderful railway development is the practical recognition of Saskatoon's unique, strategic location not only in the very centre of the Canadian West, but in the very middle of the largest, most productive wheat lands extant. **WHERE WE ARE AND WHAT WE HAVE,**—these are the two vital considerations which influenced the selection of Saskatoon as a central distributing point by three great companies. Natural-



Massey-Harris Co.'s Offices and Warehouse

ly, they chose the point from which the biggest business could best be handled. As must be obvious, the wisest choice in a matter of this kind is of supreme importance to any railway company, for in making their selection, they not only do so for themselves, but for the whole community of wholesalers and manufacturers whose goods are demanded throughout the territory controlled, and who, in this age of competition, must get as close as possible to their markets.

Distances are great in Canada; freights are a serious item to the manufacturer or wholesaler. He must handle his goods so that they



**Saskatoon Milling Co.
Home of the Champion Brand**

Saskatoon's Railway Facilities and Distributing Rates enable its absolute control of over 45,000 square miles of the richest wheat territory on earth. **Wholesalers and Manufacturers, NOTE THIS FACT!**

may be distributed to a wide-spread clientele at the minimum freight cost. Therefore, if by choice of the most economic distributing centre with the most favorable railway facilities tributary thereto, he can reduce his freight bill to rock-bottom, and, at the same time expedite the delivery of goods, he will surely do so. In this connection, if he will carefully examine the railway map cut, Saskatoon's proposition as a central distributing point will be evident.



Group of Business Blocks.

Although the lines of the C. P. R. and G. T. P. have only just been completed, the following wholesalers, with commendable foresight, are already with us and doing an immense business:—

Massey-Harris Company.

A. McDonald Company, Winnipeg, wholesale grocers.

Rogers Fruit Company, Winnipeg.

J. Y. Griffin Company, Ltd., Winnipeg.

Bell Piano Company, Guelph, Ont.

Great West Furniture Company.

Canadian Elevator Company, lumber, etc.

Saskatoon Forwarding & Storage Company, builders' supplies, etc.

Wilson Bros., motor cars.

Stricklands Ltd., liquors.

By applying to The Commissioner, Board of Trade, Saskatoon, Sask., Manufacturers and Wholesalers will receive all particulars as to the vast territory which **LOWEST DISTRIBUTING RATES** enable Saskatoon to control absolutely.

Western Commercial Company, liquors.
E. L. Drewry, liquors.



Hill's Wood-working Factory.

In addition to above, the following firms have recently secured sites and, it is understood, will build immediately:—

Cockshutt Plow Company.
Sawyer-Massey Company.
Tudhope Carriage Company.
M. Campbell Fanning Mill Company, Chatham, Ont.
Gray Carriage Company, Chatham, Ont.
Imperial Oil Company.
Winnipeg Oil Company.
J. I. Case Thresher Company.

Industries

That Saskatoon is destined to have a great industrial future goes without saying. No prophetic spirit is required for this prediction; it is as obvious and as logically certain as that night follows day. From the undernoted list of some of our leading industries it will be seen that coming events have already cast more than a substantial shadow before:—

Brewery, cost over \$100,000.

Flour Mill.

Wood-working Factory.

Interior Wood-work Factory.

Brick Yard.

Cement Block Factory

Mattress Factory.

Cigar Factory.

Tent and Awning Works.

Etc.

The completion of the lines of the C. P. R. and the G. T. R. through from the East to Saskatoon, seems to have been the signal which let loose upon us or to be a flood of inquiries from manufacturers and wholesalers for factory and warehouse sites. Communications of this encouraging and significant character reach the Board of Trade by almost every mail,—while personal visits from either the heads or representatives of big Eastern and United States concerns now keep the Commissioner fully employed. This time next year it will be unnecessary to dwell upon the advantages of Saskatoon as a manufacturing centre, for they will then be recognized generally.

Building Record

The prosperity of Saskatoon is well shown by its building record. At the time of incorporation as a City in the spring of 1906, there were not half a dozen buildings of a permanent character in the place. There are now streets of very fine brick and stone blocks. Instead of enumerating these blocks and residences that have sprung up, transforming what was for the most part irregular trails into substantial city streets, it might be said that in that same year of '06 there was expended in buildings about three-quarters of a million, and in 1907 from a third to a half as much more. This is why the assessment, aided by advancing realty values, is three times greater in 1908 than in 1906. There is an extensive program of building mapped out for this year and it is already well under way.

The city's new postoffice, on which the Dominion Government is spending \$100,000, is being rushed forward and should be finished up in the early fall.

The court house, costing the province over \$50,000, will be ready for occupation by mid-summer.

At the spring session of the provincial legislature \$35,000 was voted for the erection of a land titles office at Saskatoon, and the order has gone out that it be built at once.

The contract has been let for the building of a modern and substantial fire hall. The City has voted \$25,000 to be spent this year on equipping the fire department, which includes the hall.

There has also been voted \$55,000 for a new municipal hospital, and it is the intention to go ahead with the work this season.

The public school board have also let a contract for an addition which will double the capacity of the Alexandra, a fine brick school building opened less than a year ago.

In addition to these the city will spend \$130,000 on extensions to the waterworks, sewerage and electric lighting systems, sidewalk building, road grading and general street improvement. There is, too, a scheme of park improvement, including inaugurating a systematic program of tree planting.

The A. Macdonald Company, of Winnipeg, wholesale grocers, finding their present premises entirely inadequate to a swiftly swelling volume of business, have just purchased a large central site upon which they will immediately build a stone and brick warehouse, which will be one of the largest buildings in this part of the country.

The congregation of St. Thomas' Presbyterian church are completing a church building in the western portion of the city.

Soldan & McLaughlin have commenced the erection of a permanent building for their warehouse business. The location is the corner of 3rd avenue and 20th street.

Herbert Weston will put up a block on 2nd avenue at a corner of 22nd street.

The Great West Furniture Company will complete their handsome four-storey brick block on 2nd avenue, costing over \$100,000.

The C. P. R. have well under way a big brick structure which is to be their repair shop. Several other buildings are to follow at their yards on the East of the city. In all, it is reckoned, the company will have spent fully one million dollars when their plans at Saskatoon have been completed.

Some of the brick or stone buildings that have already been finished up this year, although commenced in 1907, are the Hoeschen-Wentzler brewery, C. N. R. roundhouse, C. P. R. station, Flanagan hotel and H. R. Chubb's three-storey block on 21st street.

In all parts of the city houses, frame or brick, are being erected, but still accommodation of this nature is very cramped.



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